The effect depends entirely on how the nation responds to the challenge. In order to reap demographic dividend, a concerted effort to reduce skill gaps prevalent across sectors is necessary. The National Skill Development Corporation is working towards the goal of 500 million people being skilled by 2022. Sector-wise skill councils have been formed with industry partnership to standardise the content of skill training. The paradigm shift from just ‘education’ to ‘employability’ has set in.

We, at eRevMax Technologies, have partnered with Board of Practical Training to provide industrial training to engineering graduates. There are several such examples. This need has also encouraged social entrepreneurs to start skill development programmes especially in the rural sector, targeting retail and BPO sectors.

Contd. in page 5…
What is the role that HR plays in organizations today?

Innovative, cost conscious or passionate to perform - whatever the culture of an organization may be, HR plays an important role in building it. Initially, the culture is shaped by the senior leaders. But it is HR which drives and reinforces it and one ought not to forget that. At the end of the day, the job of an HR professional is to have a pulse of the organization. The employee should be able to trust you; they should be comfortable with you as a representative of the management and not as a policing person.

What, in your opinion, is the fundamental issue in HR at present?

The lack of business connect is a looming issue. Often the HR department look at their function as a generic process which involves activities like talent acquisition, management, development and engagement. A generic solution is not going to work when we want to create a competitive advantage out of people. My point of view is that if you lack a connect in understanding the business, it loses its uniqueness.

Functional competencies are essential but how to deliver better using that connect is the larger question here. This is the biggest step that the HR fraternity has to take – understanding the requirements of the business world and fulfilling them.

How do you handle the labour force at Mahindra Lifespace?

There are three issues unique to the labour and construction industry; firstly, labour is becoming increasingly short supplied. MGNREGA plays a big role in solving this issue but it's hard to find more people. So our only way forward is to embrace technology. Secondly, the quality of skill sets of the labourers. We are trying to overcome it with a multitude of training programs, which is also a part of our CSR. Lastly, it is difficult to find the balance in terms of the labour practices. They should be flexible and convenient to the company while not being anti-labour.
IN CONVERSATION

An Interview with Murugesh G

There have been issues on the extent of employability of fresh graduates in country. How has this had a bearing on recruitment planning?

From my experience, the basic knowledge that graduates possess now, is better than the understanding that they had 15 years ago. It is upon the organizations to groom their employees to fit their needs. However, yes, skills management is becoming more and more important as far as recruitment planning is concerned.

2) What do you think will be the biggest challenge that HR Professionals will have to handle, five years down the line?

Getting candidates for core industries is going to become really tough in the forthcoming years. It is already a very big challenge. People are also looking at quick growth up the ladder and hence they shift their jobs quickly. By the time an employee settles and learns the tricks of the trade, he has already made up his mind to shift to another company.

Your thoughts on Make in India

We have to wait and watch as to how it will unfold. As far the skill gap goes, systems are in place to handle it. Organizations will be gearing up for the new opportunity.
Abstract of the paper titled “Emotional and Behavioural Disorder in School Dropouts”
by Nithya Devi and Vikraman of BIM, Trichy published by Madras School of Social Work

Emotional and Behavioural disorder in school dropouts:

‘Make in India’ campaign is aimed at changing the mind-set of the people to tap their entrepreneurial, potential, commerce and industry. This can be achieved by only fostering education to all. Ensuring formal education to all children has been an area of lively debate throughout India. In spite of the government measures to bring the children to school, high incidence of drop-outs emerge to be a critical problem. Using information gathered from surveys in selected areas of Trichy and Madurai, the paper explores the reason behind leaving schools, emotional disorder in the school dropouts. Survey was conducted on the basis of parent-peer attachment scores to identify the existence of emotional and behavioural disorder in school drop outs. The School dropouts showed a pattern of Emotional and behavioural disorder, poor social adjustment, employment, and involvement with the criminal justice system. Furthermore the school dropouts showed a pattern of low peer and parent attachment score than graduated youth, suggesting that both peer and parent attachment plays an influential role in Emotional Disorders.
Creating sustainable advantage through these efforts requires a convergence between school education, government programmes and industry participation, with focus on social development and inclusion. Picture a youth, skilled but not employable for lack of English language skills. Picture a girl, not allowed equal opportunity as she would become ‘overqualified’. Picture the ‘frugal innovations’ which did not meeting commercial success like ‘mitticool’. Do we have enabling and supporting programmes in place?

Armed with our collective aspiration for growth and development, we have embarked on a journey where many such issues will be encountered and addressed. Each of us can make a difference and we know deep within our hearts that every step we take will be worth it!

Contd. from page 1...

Kudos BIM!

Achievements by BIM Students in Competitions

- (PGP 2) Manoj Paulraj, Anitha Palanisamy, Vivek Muralidharan, Dharanja Rajendran secured 1st position in B-Plan competition at IIT Madras.
- (PGP 1) Sriram P R - Secured 2nd photography contest at Avartan, Nitie Mumbai.
- (PGP 2) Premnath V and Venkat P secured 1st place at Ashwamedh, IIT Mumbai.
- (PGP-1) Thanish M and Praveen Salim secured 1st place at Zest-athon at SCMHRD, Pune. Zest-athon is a Case Study competition where participants were given a Tata Motors case study and asked to prepare a marketing plan for Tata Motors’ new car “ZEST”.
- (PGP-1) Vignesh S and Dinesh M secured 1st place at Parishram conducted by CSR club of IIT Kharagpur.
- (PGP-2) Thiyagarajan ST, Jayashree Santhanam - secured 2nd place at Arcturus IIM, Trichy.
- (PGP -1) Archana S, V P Lakshmi and Singh SaumyaSaurabh secured First place in ‘Mark-E-Diction’ organized by DMS, IIT Delhi.
- (PGP-1) Praveen Salim won first prize for “The Ultimate Manager”, a best manager event held at NIT Trichy as a part of their techno-managerial fest.
- Jeevanantham and Sethupathi P secured first place in “Off the Mark” – marketing plan and branding event for a hypothetical product held at LBISM Delhi.
HR Transformation: Building Human Resources from the Outside in

HR Transformation is written by the leaders of the RBL Group. The book looks at the transformation process through four phases: Business context, outcomes, HR redesign, and HR accountability.

The book carefully identifies all of the components of HR transformation, thanks to Ulrich and his collaborators. The focus is almost entirely on how to complete this transformation successfully. For example, they explain

1. Why to initiate an HR transformation
2. What its probable outcomes will be if successfully completed
3. How to redesign the HR department
4. How to upgrade HR professionals
5. How to share accountability for the transformation
6. How to make it happen

Case overviews of four companies (Flextronics, Pfizer, Intel, and Takeda) talk about each company's HR transformation initiatives. Throughout the book they focus on how HR can, and needs to, be aligned with an organization's overall business strategy; how it should adopt an outside-in focus to their strategy. If not, the chance to succeed is significantly reduced.

The book explains how, when HR initiates something, the initiative needs to answer a stakeholder's need first, like a customer. For example, a leadership training programme should be initiated because it will gain more customers (or clients, patients, etc.) This is the outside-in approach that the book advocates.
Expressions about “Make in India”

**Prime Minister Narendra Modi** – My definition of FDI is ‘First Develop India’

**Chanda Kochhar, CEO ICICI Bank** – We are very inspired by the vision of ‘Make in India’. This will be the next growth driver for India.

**Phil Shaw, CEO of Lockheed Martin India** – We now believe India is an epicentre of innovation.

**Cyrus Mistry, CEO of Tata Group** - We at the Tata Group welcome PM Modi’s Make in India programme. It’s an opportunity to make India truly and globally competitive.

**K M Birla, Chairman, Aditya Birla Group** – Make in India has a special resonance for us. Dreaming big and imagining bold is important for us.

**Mukesh Ambani, Chairman of Reliance Industries Ltd** – It has inspired the world. ‘Make in India’ is about the present and the future. Global competitiveness is the key to succeed.
Man makes the difference

Managers with

COMPETENCE LEADERS

with Integrity

Bharathidasan Institute of Management, Tiruchirappalli

Established in 1984 as School of Excellence of Bharathidasan University

- Over 30 glorious years of academic rigour blended with practical insights and strong industry interface
- 120 students a batch for better learning environment & focused placements
- Alumni network of more than 2000 members in top positions of the corporate sector across the world
- Ranked among top 25 B-schools in India in various surveys and ranked 20th in placement performance by Business Today B-School Survey ’13
- Trained more than 5000 professionals in General Management, Leadership & Strategy over last 30 years

For standard & corporate MDPs, Please contact
Prof. Nagarani: M - 9841978139 / nagarani@bim.edu

P.Box No.12, MHD Campus, BHEL Complex, Tiruchirappalli – 620 014, Tamilnadu
Ph: 0431-2520766, 2523602 Telefax: 0431-2520733